

# Small Business Express Customer Satisfaction Survey



Department of Economic and  
Community Development  
October, 2014

# Survey Process

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- Two surveys were conducted by CERC to determine the level of satisfaction businesses had who applied for the Small Business Express. Both successful and unsuccessful applicants were requested to provide feedback
- **2013 Survey:** 245 businesses that received EXP funding completed the survey in October 2013 of which 58 businesses were denied EXP funding
- **2014 Survey:** In September-October 2014, 180 businesses that received EXP funding completed the survey, and 19 businesses that were denied funding completed the survey

# Key Findings

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- **Application Process:** The timing of the application process took about what was expected of all the survey respondents, with the timing of a project manager contacting them receiving the highest marks, and the length of time the contract went through the attorneys receiving the lowest marks.
- These results were virtually the same for both time periods of survey analysis. 81% (up from 80% in the previous time period) were very or somewhat satisfied with the level of knowledge/expertise of the project managers and staff involved with the application process.
- **Professionalism of Staff:** 85% (up from 83% in the previous time period) were very or somewhat satisfied with the level of professionalism/customer service of the project managers and staff involved with the application process.
- **Overall Process:** 83% (up from 80% in the previous time period) were very or somewhat satisfied with the overall experience in dealing with the project managers and staff.
- **Willingness to Recommend:** 86% (up from 78% in the previous time period) would recommend the EXP program to a friend or colleague.

# Timeliness of Process – 2014

How would you rate the time it took to complete each step in the EXP process?

	Much faster than expected		Somewhat faster than expected		About as fast as expected		Somewhat slower than expected		Much slower than expected	
To complete the application	24	12%	31	16%	92	47%	25	13%	23	12%
To have the project manager contact you	49	25%	52	27%	63	33%	18	9%	11	6%
To finish the financial review	21	11%	37	19%	58	30%	38	20%	35	18%
To receive the commitment letter/letter of intent	26	13%	35	18%	52	27%	35	18%	36	18%
To go through the contract process with the attorneys	21	11%	24	12%	65	34%	32	17%	36	19%
To receive payment	26	14%	40	21%	60	31%	22	11%	28	15%
<i>answered question 299</i>										
<i>skipped question 4</i>										

# Timeliness of Process – 2013

How would you rate the time it took to complete each step in the EXP process?

	Much faster than expected		Somewhat faster than expected		About as fast as expected		Somewhat slower than expected		Much slower than expected	
To complete the application	31	10%	48	16%	129	43%	49	16%	37	12%
To have the project manager contact you	64	22%	83	28%	85	29%	25	8%	35	12%
To finish the financial review	33	11%	55	19%	99	34%	47	16%	49	17%
To receive the commitment letter/letter of intent	31	11%	54	18%	77	26%	53	18%	49	17%
To go through the contract process with the attorneys	25	9%	38	13%	76	26%	47	16%	64	22%
To receive payment	39	13%	63	22%	69	24%	31	11%	44	15%
<i>answered question</i>	197									
<i>skipped question</i>	2									

# Knowledge of staff

How would you rate the level of knowledge/expertise of the project managers and staff involved with your application			
2013	Answer Options	Response Percent	Response Count
	Very satisfied	60%	178
	Somewhat satisfied	20%	59
	Neither satisfied nor dissatisfied	5%	15
	Somewhat dissatisfied	6%	19
	Very dissatisfied	8%	25
	<i>answered question</i>		296
	<i>skipped question</i>		7
2014	Answer Options	Response Percent	Response Count
	Very satisfied	70%	137
	Somewhat satisfied	11%	21
	Neither satisfied nor dissatisfied	7%	13
	Somewhat dissatisfied	7%	14
	Very dissatisfied	6%	11
	<i>answered question</i>		196
	<i>skipped question</i>		3

# Level of Professionalism/Service

How would you rate the level of professionalism/customer service of the project managers and staff involved with your application process?

2013

Answer Options	Response Percent	Response Count
Very satisfied	67%	198
Somewhat satisfied	16%	48
Neither satisfied nor dissatisfied	5%	14
Somewhat dissatisfied	7%	20
Very dissatisfied	6%	17
<i>answered question</i>		<b>297</b>
<i>skipped question</i>		<b>6</b>

2014

Answer Options	Response Percent	Response Count
Very satisfied	73%	143
Somewhat satisfied	12%	24
Neither satisfied nor dissatisfied	7%	13
Somewhat dissatisfied	3%	6
Very dissatisfied	6%	11
<i>answered question</i>		<b>197</b>
<i>skipped question</i>		<b>2</b>

# Overall Satisfaction

Overall, how would you rate your experience in dealing with the project managers and staff?			
2013	Answer Options	Response Percent	Response Count
	Very satisfied	62%	184
	Somewhat satisfied	18%	55
	Neither satisfied nor dissatisfied	5%	14
	Somewhat dissatisfied	8%	23
	Very dissatisfied	7%	22
	<i>answered question</i>		298
	<i>skipped question</i>		5
2014	Answer Options	Response Percent	Response Count
	Very satisfied	71%	139
	Somewhat satisfied	12%	24
	Neither satisfied nor dissatisfied	8%	15
	Somewhat dissatisfied	5%	10
	Very dissatisfied	5%	9
	<i>answered question</i>		197
	<i>skipped question</i>		2



# Willingness to Recommend

Would you recommend the EXP program to a friend or colleague?			
2013	Answer Options	Response Percent	Response Count
	Yes	78%	231
	No	16%	48
	Don't Know	6%	17
	<i>answered question</i>		296
	<i>skipped question</i>		7
2014	Answer Options	Response Percent	Response Count
	Yes	86%	170
	No	8%	15
	Don't Know	6%	12
	<i>answered question</i>		197
	<i>skipped question</i>		2